

Clinton MAGAZINE

2019 RATE CARD

ADVERTISING RATES & INFORMATION

Ad Rate	1 Edition	20%	30%	40%
Full Page	\$900.00	\$730.00	\$645.00	\$560.00
1/2 Page	\$570.00	\$466.00	\$414.00	\$360.00
1/4 Page	\$335.00	\$278.00	\$250.00	\$210.00
1/8 Page	\$180.00	\$152.00	\$135.00	\$120.00
Found In	\$120.00	-----	-----	-----
Back Page	\$1050.00	\$950.00	-----	-----
Inside Cover	\$950.00	\$900.00	-----	-----

CLINTON MAGAZINE DEADLINES

Issue	Ad Deadline	Publication Date
#1 - Winter	January 11, 2019	February 2, 2019
#2 - Spring	April 12, 2019	May 4, 2019
#3 - Fall	August 9, 2019	August 31, 2019
#4 - Holiday	October 25, 2019	November 16, 2019

Final ad copy is due on deadline

MAGAZINE AD SIZES

Trim Size:	(width x height)	Column Size
Full Page (image area):	7.5" x 10"	4 column x 10"
1/2 Page (horiz.):	7.5" x 4.95"	4 column x 4.95"
1/2 Page (vert.):	2.389" x 10"	2 column x 10"
1/4 Page (horiz.):	7.5" x 2.389"	4 column x 2.389"
1/4 Page (square):	3.7" x 4.5"	2 column x 4.5"
1/8 Page (horiz.):	3.7" x 2.43"	2 column x 2.43"
Page Size: 8.25"x10.75" 4 Column Layout Bleed: .25" Margins: .375"		

Full Page (4 column)	1/2 Vertical (2 column)	1/2 Page Horizontal (4 column)	1/4 Page Horiz. (4 column)	
			1/8 Horiz. (2 col.)	1/8 Horiz. (2 col.)
			1/4 Page Square (2 col.)	1/4 Page Square (2 col.)

ARTWORK REQUIREMENTS

- High quality print PDF is the preferred format.
- Finished ads must be supplied in CMYK, with all fonts embedded at 300 dpi.
- All digital files MUST be a minimum of 300 dpi. Most website images are 72 dpi, a resolution which is not suitable for print advertising.
- All digital images will be accepted in .tif, .eps and .jpg formats.
- All vector images (Illustrator or Freehand) must be saved as an .eps with all text converted to outlines.
- Word documents will not be accepted for final output.
- Ads sent camera ready are subject to final approval by Clinton Magazine.



Clinton

Bridging our Gateway Communities

MAGAZINE

***Direct Mailed to 6,200 Homes**

***Digital & E-Edition**

***Includes 10,000 Digital Impressions**

For information regarding advertising:

Ron Gutierrez
563.503.5468
rgutierrez@cnhi.com

PUBLISHED BY



CLINTON HERALD

News About You!

221 6TH AVENUE SOUTH
CLINTON, IOWA 52732
563-242-7101